MEET Project
Mediterranean Experience of Eco-Tourism

Project funded by the EC ENPI-CBC
MED Programme 2007-2013

Expected results
- Functional guidelines for ecotourism planning in the Mediterranean region
- Better international cooperation in the field of ecotourism across the Mediterranean region
- A MEET ecotourism catalogue with ecotourism packages from about 20 Mediterranean Protected Areas to selected international markets from USA, Canada, Australia and Japan
- A MEET network of protected areas involved in managing the catalogue and capitalizing on project results
- At least six partnerships of local small and medium enterprises that develop ecotourism products

Ecotourism in the Mediterranean
The Mediterranean is one of the world's most interesting regions in terms of ecotourism potentials thanks to a high diversity of landscapes and ecosystems as well as a wide cultural heritage and socio-economic mosaic.

MEET Countries
- France
- Italy
- Spain
- Greece
- Tunisia
- Malta
- Cyprus
- Lebanon
- Egypt
- Jordan

Activities
- Create an ecotourism communication strategy that addresses environmental awareness at a national/local level and disseminates project results at an international level
- Collect Best Practices on ecotourism at an international level
- Analyze the expectations of eco-tourists and tour operators from four overseas markets (USA, Canada, Australia and Japan).
- Involve relevant national and international policy making institutions in the "Advisory Panel on Ecotourism" and organize international workshops on project achievements
- Select at least two protected areas from each of the ten Mediterranean countries in which pilot ecotourism activities will be designed and implemented
- Establish a Secretariat to support the MEET Network and promote the catalogue with selected tour operators
- Initiate collaboration with other sustainable tourism-related projects

Goal
Develop an ecotourism model for Mediterranean Protected Areas based on the "European Charter for Sustainable Tourism" to promote a better seasonal distribution of tourism flows.

Budget
€ 4,999,946
90% from ENPI-CBC Med, 10% from individual co-funding

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